III. REMARKS

1. Claims 1-7 and 9-16 remain in the application. Claim 8 has been previously cancelled. Claims 1, 11, 13, and 15 have been amended.

2. Applicants respectfully submit that claims 1-7 and 9-16 are patentable over the combination of Rader (US 5,867,140) in view of Shimada (US 5,394,166).

Applicants respectfully submit that the combination of Rader and Shimada fails to disclose or suggest the feature of claims 1, 11, 13 and 15 in the patent application at hand: "changing the position of the first part of the display element on the display element at set intervals during energy conservation mode in order to avoid display burn-in."

Shimada discloses an electronic device equipped with a display. The electronic device is, for example, a notebook computer. In normal mode, the electronic device display has a resolution of 320 x 128 pixels. The electronic device automatically enters a power save mode, in which only the upper left corner consisting of pixels on rows 1-64 and columns 1-160 in the display matrix is active. In a power save mode the image to be displayed on the electronic device display is shrunk into ¼-size in order to fit it in the upper left corner.

According to the Examiner, Rader discloses all the features in independent claims 1, 11, 13 and 15 except the feature "changing the position of the first part of the display element on the display element at set intervals (during energy conservation mode) in order to avoid display burn-in," which according to the Examiner, is taught by Shimada. Regarding this feature, Shimada

merely teaches that while in the power save mode, the information to be presented on the screen is fitted to the upper left corner i.e. quadrant of the screen by using a more coarse resolution, while the rest ¾ of the screen is switched off. Shimada does not disclose the changing of the position of the first part at set intervals. According to the Examiner, the teaching in Shimada that the reduction mode is entered automatically when there is no input by the user for a predetermined period (e.g. five minutes) or if the user sets the mode, teaches the above mentioned feature. However, Applicants submit that the teaching does not cover the wording of the amended feature. The Examiner refers to the passages in Shimada in column 6, lines 47-67. The passages cited refer to the filtering process by means of which the image in the upper left quadrant of the screen is formed. This involves the coarsening of the resolution of the image from the original normal mode. The passages also refer to the fact that the power save mode is entered automatically, if there is no input by the user for a predetermined period, for example, five minutes.

Shimada fails to disclose a solution to the problem associated with display burn in, which is mentioned on the page 2 lines 7-10 in the patent application at hand. If the image to be presented in the screen is merely diminished and presented on a given part of the screen while in power save mode, it is possible that an image pattern may be burned into that part of the screen which corresponds to the image usually visible when the device is in the power save mode. Such an image is, for example, the world map depicted in Figure 6B in Shimada. In this sense, Shimada does not disclose the claim feature "during energy conservation mode in order to avoid display burn-in".

Shimada does disclose entering a power save mode and diminishing the image to the upper left quadrant. However, this happens only once, which is not the same as "at set intervals". The diminishing of the image on the screen and presenting it in the upper left quadrant is not sufficient to avoid display burn in. The position of the first part of the display element must be changed at set intervals so that a same set of pixels is not prevalently active. In addition, the pixel burn in effect is generally distributed more evenly in the display area by moving the first part of the display element at set intervals.

Actually, in Shimada the information presented in the upper left quadrant is not "part of the display element", because in Shimada the image presented in the upper left quadrant is a diminished and a coarser version of the original image on the display. In this sense the expression "part" does not reflect the situation in Shimada.

To summarize, when compared to Rader, Shimada does not disclose any new subject matter relevant to the patentability of the invention at hand. Therefore, claims 1, 11, 13 and 15 are patentable over Rader in view of Shimada. Similarly, dependent claims 2-7, 9-10 and 12 each depend on one of the independent claims and therefore are also patentable over the combination of Rader in view of Shimada.

For all of the foregoing reasons, it is respectfully submitted that all of the claims now present in the application are clearly novel and patentable over the prior art of record, and are in proper form for allowance. Accordingly, favorable reconsideration and allowance is respectfully requested. Should any unresolved issues remain, the Examiner is invited to call Applicants' attorney at the telephone number indicated below.

The Commissioner is hereby authorized to charge Deposit Account No. 16-1350 for the amount of $110.00 for a one (1) month extension of time.

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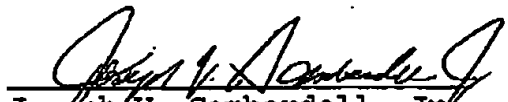
Respectfully submitted,



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